FAMILY DYNAMICS AND ITS INFLUENCE ON FAST FOOD CONSUMPTION: AN INVESTIGATIVE STUDY OF DECISION-MAKING PROCESS

Short synopsis

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by

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CERTIFICATE

I hereby declare that the short synopsis **"Family dynamics and its influence on fast food consumption: An investigative study of decision-making process"** being submitted in partial fulfilment of the requirement for the degree of Doctor of Philosophy in Management under faculty of Management Studies of Manav Rachna International Institute of Research and Studies, Faridabad during the academic year 2022.

It is a bonafide record of original work carried out under the supervision of Dr Priyanka Singh and has not been submitted in full or part to any other university or institute for degree or diploma. Further, it is certified that short synopsis id plagiarism free and proof has been submitted.

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ABSTRACT

In the recent times it has been witnessed that family's consumption habits have shifted as a result of urbanization, the rise in the trend of nuclear families, and increase in participation of women in the workforce, and altering food and lifestyle habits. Families and especially the youth' behaviour is entertaining; they enjoy having the two big F's: Fun and Fast food. The proposed study aims to analyze the role of family in decision making related to the consumption of fast food products. The study shall further analyze how family structure influences the decision making in case of fast food. The proposed study shall focus on figuring out how families behave when they go to fast food eateries in the study area (NCR Delhi) that are part of the organized food service sector. New Delhi is one of the cities with the highest levels of industrial and commercial development, thus the researcher chose it as the subject of his study. Major retail centers and fast-food restaurants will be chosen for the study in different areas of New Delhi. McDonald's, KFC, Subway, Domino's, Wow! Momo, Taco Bell, Wendy's, Dunkin' Donuts, and La pino's Pizzeria are among the fast food restaurants that will be examined. In this study, data will be gathered from primary and secondary sources, respectively. The primary data sources would include structured questionnaire, while the secondary sources would include books, periodicals, newspapers, web-sites, company brochures, and other sources. Additionally, the corporate websites of fast food chains will be examined to determine the variety of foods offered and the number of locations throughout the city. The total sample size of the sample is expected to be approximately consisting of 500 consumers of fast food which will be selected from families in NCR Delhi, The fast food outlets that will be included in the study are McDonald's, Kentucky Fried Chicken(KFC), Subway, Domino's, Wow! Momo, Taco Bell, Wendy's, Dunkin' Donuts, and La pino's Pizzeria. To study demographic factors, consumer behavior factors, consumer opinions of fast food restaurants, consumer decision-making, sources of information, consumer emotions while consuming fast food, and attributes of fast food restaurants, statistical tools like percentage analysis, average score analysis, regression, and factor analysis will be used.

Keywords: Consumer behavior, Family decision making, Family dynamics, Socio-economic and cultural factors, Media influence, fast food, NCR Delhi

CONTENTS

S. No.	Description	Page No.
1	**Introduction** 1.1Fast Food – the Concept 1.2Fast Food in India 1.3Changing Trends of Fast Food Industry in India 1.4Family Decision Making	1-4
2.	**Literature Review**	5-8
3.	**Description of Research Subject**	8-11
4.	**Objectives of the Study** 4.1Research Gaps 4.2Objectives of the study 4.3Goals of the research	11-12
5.	**Research Methodology to be adopted** Research approach Data sources Data collection instrument & pilot testing Sampling design Period of study Statistical tools	13-14
6.	**Expected Outcome of the Research**	15
7.	**References**	16-21

1. INTRODUCTION

Modernization and society's fast pace of change have gradually changed the culinary scene. Everyone, from young children to the elderly, enjoys eating and talking about fast food. Family's consumption habits started to shift as a result of urbanization, the rise in the trend of nuclear families, and increase in participation of women in the workforce, and altering food and lifestyle habits. Families and especially children behaviour is entertaining; they enjoy having the two big F's: Fun and Fast food. Particularly for adolescents between the ages of 8 and 16, their tastes fluctuate more quickly than those of any other consumer group. They develop more quickly and are better informed, more connected, and more direct. Compared to previous generations, they are more powerful personally and have access to more money, influence, and attention (Lindstrom, 2003). There is an increase in the number of families with single parents, and the relationship between parent and children has become more liberalized, leading to a relationship that is more open to discussion between parent and child instead of one that is governed by authority and command. (Cheng, 1993)

McNeal (1999) had his focus on the experiences of the family and information in various contexts, such as retail establishments at various ages. He showed that, if correctly utilized, families do have understanding of products, shopping, and brands. He addressed the necessity issue while presenting family's nature as consistent with the market. Families have needs, and those needs must be met. In actuality, these are certain wants that, as far as we are aware, adults also have. (McNeal, 1999)

In order to give family the opportunity to choose appropriate products while also providing marketers the idea related to providing goods and services that cater to these needs, it is the responsibility of a marketer to understand how families think and, consequently, their honest, willing, aphonic needs and desires. Families now play a significant part in the consumer environment in the modern era (Cook, 2007).

The current generation of family in our country is exceptional in terms of its numbers, utilisation of goods and services, cognitive prowess, budging power, ability to set trends, and favourable attitude toward contemporary technology. The younger generation of this period views shopping as more of an adventure than just a means of making a purchase. In the previous 15 years, people's

consumption habits in New Delhi have seen significant shift. The globalization is one of the key causes. Nearly all of the major fast food chains in the world have been successful in establishing themselves in the nation, with the majority of them reporting noticeable growth. The commercial potential for youth is immense. They may be somewhat shorter than the usual consumer, but they have a lot of cash to expend as well as numerous ways on how to spend it. Thus families having youth represent a sizable market for the fast food industry.

1.1 FAST FOOD – THE CONCEPT

I.N. Syafiqah & R. Normala (2018) has defined fast food as quick-prepared cuisine that is reasonably priced and easily available; it is also referred to as an alternative to home-cooked food. Fast food is defined as food served in a restaurant or store that offers quick customer service and is supplied in packed form, making it easy to transport home. Furthermore, the growing trend of dining out has prompted the fast food sectors to open outlets in key areas to attract customers, such as airports, schools, fuel stations, hospitals, universities and shopping malls. The success of the rising fast food diners demonstrates society's intense interest in fast food consumption. They quickly invade international markets through numerous means, such as globalisation.

Fast food is one of the culinary categories that is rapidly spreading across the world. Fast foods are handy, inexpensive, and quick substitutes for home-cooked meals. Despite being convenient and economical for a busy lifestyle, fast food is typically high in calories, fat, saturated fat, sugar, and salt. In the literature, numerous additional definitions of fast food are put forth. Following are a handful of these: Fast food is described as “a broad phrase used for a limited menu of items that lend themselves to production-line procedures; suppliers tend to specialize on specific items (1995).

1.2 FAST FOOD IN INDIA

The unique culture of India, which consists of various states and regions, is implicitly mirrored in its diverse cuisine. Indians have a practise of preparing their own meals. Urban Indian families used to eat outside and have now welcomed a broad range of cuisines from across the world, however these patterns have changed slightly over time owing to greater awareness of and influence from western civilization. Economic liberalisation in India in the early 1990s, followed

by the introduction of new products, resulted in a drastic transformation in Indians' way of life and gastronomic tastes. Goyal & Singh (2007)

Indian consumers first protested and rejected multinational fast food chains. This was brought on by the widespread misconception that such fast food chains don't offer vegetarian options and solely serve chicken. In Indian culture, fast food is also seen as pricey in addition to being inconvenient meals. The fast food sector is currently expanding in India and adapting to the country's dietary needs. It is becoming more accepted and commonplace, especially among young people in India.

1.3 CHANGING TRENDS OF FAST FOOD INDUSTRY IN INDIA

Over the years, India's fast food business has seen enormous expansion and transformation.

Fast food is becoming increasingly popular among Indian customers, particularly in metropolitan areas. This is attributable to a variety of causes, including changing lifestyles, more disposable money, exposure to world cuisines, and an ageing population. Several multinational fast food chains have grown their presence in India, responding to the rising need for quick and convenient meals. Popular foreign franchises such as McDonald's, Burger King, KFC, Subway, and Domino's Pizza have made inroads into the Indian market.

Fast food restaurants in India have tailored their menus to local tastes and preferences. While moving towards localization of menus fast food chains sell their products with Indian flavours and ingredients, making them more appealing to the local market. Fast food restaurants in India, for example, frequently provide vegetarian alternatives, regional delicacies, and spicier flavours to appeal to the Indian palate.

Fast food restaurants in India are utilising technology to improve the customer experience. Self-ordering kiosks, smartphone applications for ordering and loyalty programmes, digital payment choices, and using data analytics for personalised offers and promotions are all examples of this. Food delivery platforms and online ordering systems have had a tremendous influence on India's fast food business. Customers now have more convenience and accessibility, as they can order their favourite fast food products from the comfort of their own homes or offices.

In India, fast food businesses are progressively growing outside large cities and into tier 2 and tier 3 cities. The expanding middle-class population, more disposable money, and changing consumer tastes in these areas are driving this development.

These developments indicate the changing character of India's fast food sector, which is being driven by changing customer tastes, urbanisation, and the growing impact of global culinary culture.

1.4 Family Decision Making

The process through which families make choices and make decisions together is referred to as family decision making. It entails the participation of different family members who offer their thoughts, preferences, and beliefs in order to reach a consensus or make a decision that is best for the family unit.

Individual preferences, financial concerns, societal and cultural standards, and the impact of external forces such as marketing and advertising all play a role in family decision making. Family members may have varying responsibilities and levels of influence in decision-making, with parents frequently playing a prominent role in guiding and influencing decisions.

Thompson & K.L.(2023) described a number of factors that impact family decision making, including individual family members' values, views, and aspirations, the amount of communication and interaction within the family, and external pressures such as social, cultural, and economic issues. Understanding family decision making is critical for marketers, politicians, and academics because it helps to understand consumer behaviour within the framework of family units. It also contributes in the development of effective marketing strategies, the targeting of specific customer categories, and the promotion of healthy family dynamics and well-being.

2. LITERATURE REVIEW

Review of literature refers to a thorough examination of the body of relevant material that is now available. After deciding on a problem, the researcher reviews the literature to better comprehend the issue and determine whether or not there are any gaps in the body of knowledge. The previous research is applicable to the field of study if there aren't gaps in the studies that have already been done. The literature in question may take the shape of books, journals, magazines, press reports, annual reports, booklets, pamphlets, and so forth. The researcher uses a review of the literature to make an effort to fully comprehend the topic being studied based on previous research done in a field that is either connected to or identical to the current study. In order to learn more about the associated parts of the research problem and guide the research study in the appropriate path, many literatures relevant to the field of study have been evaluated in the current chapter.

Seock and Bailey (2008) discovered a strong correlation between customers' information seeking and their purchasing habits. They conducted a survey of college students to learn more about their buying preferences and to look into the connections between those preferences and the internet searches for and purchases of clothing. Future research should concentrate on young customers from various geographic locations.

Kaur and Singh (2007) conducted research on the factors that influence why young people choose to shop at malls or department stores. The study's findings showed that young people in India typically approach shopping from a hedonistic standpoint. Additionally, they saw shopping as a diversion from their everyday routines or a way to combat sadness. The authors recommended that new establishment may directly frame and transmit the nnecessary fast food information to the young as it was discovered that they were acting as consumers looking for new product information which helps in family decision making process.

Ramos and Grace (2013) used the Perspective Behavioural Model developed by Foxall (2010). This model is built on psychology of the consumer and built on Skinner's triple contingency, to analyze the variables influencing family's food-purchasing behaviour, 175 respondents between the served as the subjects. 35 variables were found, and they were categorized as either purchase reinforces or antecedent stimulus. It was discovered that utilitarian consequences had a stronger influence than informational consequences, and that reinforcement stimuli (also known as

subsequent stimuli) which are more influential in the decision made than the antecedent stimuli. It was shown that product characteristics like flavour and quality have a bigger impact on buying decisions of families than outside factors like offers and food advertising.

The survey-based study by Akhteret al. (2012) examined the effects of demographic factors/variables on families including gender, age, and parental occupation (India). Two distinct closed-ended questionnaires were used to conduct research on a sample of sixty parents.

According to research by Gaur and Saxena (2013) the three main factors influencing young consumers' decisions to choose and enjoy fast food are diversity of food options, price, and lifestyle (limited time). Fast food with spicy flavors, like pizza, burgers, and sandwiches, was favored by young consumers. Fast food is consumed once or twice a week on average, which indicates a large market for food in the future.

Anitha and Radhika (2013) researched customer behavior toward quick food products and determined that the reasons for buying fast food goods include saving time, money, quality, variety, and taste.. To satiate their desires, consumers buy a variety of goods and services. In their shopping decisions, they are affected by certain factors, which cause consumers to pick one product or one retail outlet over another. Thus, consumer purchasing behavior is intricate. Contrary to earlier times, when people consumed their meals slowly and lavishly, the current tendency favors straightforward, easily digestible diets. As a result, the presence of these foods met the needs of contemporary humans. All instant food is classified as frozen food, ready - to - eat, fast food. The rise in remuneration levels, the impact of western world, increased international commerce, and increased travel are all contributing to changes in the standard of living. As a result, individuals now prefer eating fast food than older, traditionally prepared foods.

According to a study by Madhvapaty and Dasgupta (2013), Indian consumers' eating habits are shifting due to lifestyle developments. Their goal was to pinpoint the major lifestyle patterns that have developed over the past dozen or so years and comprehend how these trends are influencing people's eating behaviors. They conducted interviews with 600 respondents in six Indian cities for this purpose. An online survey was used to gather the research. The data clearly indicate a change from choosing to eat at one's own place to feasting out. Intriguingly, despite the high level of

information about the negative impacts of processed foods, the main justification for consumption was simplicity of purchase.

Vijayabaskar and Sundaram (2012) conducted research on the elements that influence consumers' meal choices in southern India's ready-to-eat market. This study's goal was to investigate and analyze the factors (demographic and psychographic) that influence customers' decisions regarding ready-to-eat meals in southern India. Utilizing literature studies and an empirical survey of young customers in the 20–40 year age range, food choice determinants have been investigated.

Rezende and Avelar (2012) tried to define customer eating patterns. According to the poll, one reason for dining out is a "desire for diversity." The need for "convenience" played a crucial influence in consuming on multiple times. The younger generation and those with higher earnings consumed more and had more favourable attitudes about dining out. While dining out was a popular trend, the survey found that many consumers did not show a desire to do so more frequently. Their attitude towards dining out was not wholly favourable, although there was some scepticism or distrust regarding the frequency with which they made purchases.

Smith & Johnson (2019) conduct a thorough examination of customer views of fast food in the United States. The study looks at the many elements that influence customer attitudes, preferences, and behaviours towards fast food. The research highlights major aspects such as convenience, flavour, health concerns, cost, and the effect of advertising through an examination of current literature. The findings add to a better understanding of customer attitudes and give significant insights for fast food industry practitioners.

Gupta & Sharma (2018) analyse consumer attitudes and behaviours towards fast food in a developing nation environment, with an emphasis on India as a case study. The study investigates the factors that influence customer preferences, motives, and decision-making processes in the context of fast food consumption. The article gives insights into cultural influences, health concerns, cost, and convenience as significant factors of consumer attitudes and behaviours in India through surveys and interviews. The findings help to improve knowledge of fast food consumption trends in developing nations, and they have consequences for marketers targeting these areas.

Lee & Son (2017) delves into understanding consumer decision-making processes in the fast food industry with a particular emphasis on convenience and health. Through a comprehensive study, the authors explore the factors that influence consumers' choices, including the convenience of fast food options and health considerations. The paper highlights the significant role of convenience in shaping consumer decisions, along with the increasing importance of health-related factors. The findings provide valuable insights for fast food industry professionals in catering to consumer preferences and developing strategies that align with convenience and health concerns.

Furthermore, a study done in South Korea by Kim et al. (2020) discovered that customers' health consciousness is an important element that determines their fast-food consuming behaviour. Consumers are prepared to spend extra for better fast-food alternatives, according to the report, and businesses that provide healthy menu items attract more health-conscious customers.

3. DESCRIPTION OF RESEARCH SUBJECT

The results of an online study by AC Nielson show that among the nations of the Asia-Pacific region, India ranks seventh in terms of the top 10 markets for the consumption of fast food on a weekly basis. At least once per month, take-out restaurants are used by more than 70% of urban Indians. According to a survey, McDonalds is the most well-known fast food eatery in India. 24% of Indians decide whether to buy a fast food brand’s product based on the quality of the service, and 22% do so based on whether they believe a take-out brand offers them healthy eating options.

The perceptions and preferences of fast food restaurant patrons in the USA and Canada were presented by Kara et al. in 1995. For identifying fast food restaurants, Americans in the 46–55 age range look at cleanliness, nutritional value, quality, and flavor, whereas Canadians prioritize seating capacity and nutritional value. Americans favored quickness and amiable staff when they were 25 to 45 years old, whereas Canadians sought for speed, quality, and service.

According to Barker (2006), fast food could be understood as one of the main contributors towards obesity in Indian masses. Indian consumers’ taste senses have been profoundly changed by the entry of international fast food retailers. Due to the impact of Western nations, an increase in

income and resulting level of living, convenience, and other factors, instant food is outperforming traditional meals. As a result, Indian consumers are increasingly accepting of fast food choices.

Due to rising discretionary income, exposure to various cuisines, and consumer desire to explore a mix of Western and local menu items, the Indian fast food business has experienced rapid expansion in recent years. It has not only made life more convenient for those who spend the most of the day travelling between home and work, but it has also done away with the need for traditional silverware.

According to a recent research report titled "Indian Fast Food Market Analysis," the Indian fast food market is predicted to expand by 18% by 2024 as a result of changing customer behavior and demographics. CAGR is a business and investing term for the spatial progression ratio that provides a steady rate of return over the time period. By 2024, the Indian fast food sector is anticipated to be worth US$37 billion. In addition, a hectic schedule, standardized meals, and less time-consuming procedures are boosting domestic customers' desire for the industry. Pizza, hamburgers, and French fries are now the all-time current favourites among young Indians as the demand for all types of fast food items continues to rise. Fast food sales are increasing at a rapid rate of over 20% per year, and the majority of the leading chains have aggressive development plans that include urban as well as semi-urban regions in India.

At a CAGR of 27%, the chain business for quick service restaurants (QSRs, sometimes referred to as fast food restaurants) in India is predicted to increase eightfold from US$720 million in 2011 to US$5.6 billion by 2024. The rise of the population, urbanization, and disposable money are the main forces driving the fast food sector. According to estimates, disposable income will grow by 11% and quick service restaurants will grow by 17%. 51% of the population of India will be between the ages of 5 and 35, a generation more inclined to eat processed food. According to the Economic Times analysis, QSR businesses will gain a disproportionate amount of market share as consumers shift their preferences to Western food, burgers, and pizza.

Fast food is currently chosen by roughly a third of urban Indians, even for breakfast, according to Ramaswamy and Namakumari (2019). The popularity of fast food has grown to the point where McDonald's chain restaurants in Western India combined saw an average of 55,000 daily customers. The KFC stated that even more than 2000 people visited their lone location in

Bangalore every day. Pizza Hut operated 67 stores in 17 cities, serving over 48,000 consumers per day. Not far behind was Domino's either. The 65 locations of Nirula's, an Indian fast food business, reported 35,000 daily visitors in the North. The amount of eating out has significantly grown. The most popular fast food items are sandwiches, samosas, and hamburgers. Additionally, there is a greater consumption of Chinese and Italian food (Vathsala, 2019). Indian youngsters indulge in a wide variety of culinary creations.

Although fast food restaurants claim to deliver a "unique experience" to their customers, these customers often end up consuming a lot of extra calories in the form of fat, sugar, and hazardous ingredients, which can lead to health issues. Increased intake of fatty foods in big quantities has led to a sharp increase in obesity in both America and other nations (Bryant and Dundes, 2018). The intake of fast food is linked to the global trend of over 1 billion overweight people, 300 mn obese adults. Litigation against organized fast food corporations like McDonald's has resulted from the theory that processed ready meals are fuelling an obesity pandemic (Schroder and McEachern, 2015). This necessitates more studies examining families' purchasing patterns in relation to the various goods and services on the market.

Poor hygiene in preparation, storage, and handling that result in microbial contamination is another issue with consumption of fast food in poorer nations. Fast food contains high levels of unhealthy fats and sugars which are also seductive, creating a vicious cycle that makes it difficult for consumers to make good meal choices. Families are more likely to develop cardiac illnesses due to the high trans-fat level in available commercially fast foods (Asgary et al., 2009). Fast food has an energy density that is more than twice what is recommended as a daily intake for the youth (Printice et al., 2003). Fast food has a larger percentage of calories from total and saturated fats (Schmidt et al., 2005), and it contains less micronutrients (carotene, vitamin A, and vitamin C) (Bowman, 2004). Dietary deficiencies in calcium and magnesium can increase the risk of osteoporosis. A higher risk of tooth decay can result from diets high in free sugars. Junk food frequently contains colors that are toxic to the body, carcinogenic, and inedible. People who consume food coloring may become hyperactive and experience focus problems. Poor eating habits can weaken these preconditions for learning and sap individuals of the energy they need to engage with family, make friends, play sports, and feel good about themselves. Traditional healthy food customs have been lost as a result of consumption of fast foods and dietary globalization.

Devaluation of cooking abilities is one of the effects of readily available, inexpensive food outside the home (Kaushik et al., 2011).

The rising propensity for between-meal munchies has a detrimental impact on people's health, and healthy, nutritional food has been substituted by junk food, on which people have become dependent. It has emerged as the top option with all age groups, but especially for kids. Generally families are unaware of the link between bingeing on junk food and diseases including diabetes, high blood pressure, cancer, and heart disease. According to a recent study, obesity at a young age is a result of the widespread intake of junk food has approached pandemic levels. Every teeny-tiny village shop is filled with packs of potato chips and carbonated beverages, signalling the enormous expansion of India's junk and processed, packaged food problem (Kuldeep Singh, 2017).

4. OBJECTIVES OF RESEARCH

4.1 RESEARCH GAP

The study of family dynamics and its influence on fast food consumption and the decision-making process is an important area of research. While there has been some research conducted on this topic, there are still several potential research gaps that could be explored.

There are various researches that has focused upon particular establishments for studying their consumption patterns however researchers would be able to examine changes in family dynamics and fast food intake if fast food consumption patterns study would be carried out which inturn can provide more knowledge of decision making process and its impact on purchasing behaviour towards fast food.

Family interactions and fast food intake might differ greatly depending on socioeconomic backgrounds. Investigating how these elements combine and impact fast food consumption decision-making might yield significant insights. Comparing families from various socioeconomic backgrounds may aid in identifying particular characteristics and factors that influence family decision regarding fast food consumption preferences.

Parenting methods and family structure have a significant impact on children's eating habits and decision-making processes. Investigating the impact of various parenting styles (e.g., authoritative,

permissive, authoritarian) along with family structure on fast food intake in the family environment might give significant insights into the influence of family structure on decision making.

Children's eating choices and preferences can be strongly influenced by family. Investigating how family dynamics interact in the context of fast food consumption might aid in gaining a better understanding of the role of family in decision-making process.

4.2 OBJECTIVES OF THE STUDY

1. To study the fast food consumption trends in India.
2. To investigate factors affecting the family decision regarding fast food.
3. To study the influence of family structure on decision making for fast food consumption.
4. To analyse the role of family members on decision making related to fast food

4.3 GOALS OF THE RESEARCH

The study's focus is limited to figuring out how families behave when they go to fast food eateries in the study area that are part of the organized food service sector. New Delhi is one of the cities with the highest levels of industrial and commercial development, thus the researcher chose it as the subject of his study. Major retail centers and fast-food restaurants will be chosen for the study in different areas of New Delhi. McDonald's, KFC, Subway, Domino's, Wow! Momo, Taco Bell, Wendy's, Dunkin' Donuts, and La pino's Pizzeria are among the fast food restaurants that will be examined.

5. RESEARCH METHODOLOGY TO BE ADOPTED

This section consists of the general research design, sampling method, data gathering technique, and analytic technique. Here is an explanation of the research approach that will be used for this study.

RESEARCH APPROACH

The descriptive research design will be employed in this study to pinpoint the respondents' purchasing habits. Descriptive research defines the characteristics of a population or phenomenon being examined. The primary goal of this type of research is to characterise the information and qualities of the subject under investigation. In this kind of research, averages, frequencies, and other statistical calculations are studied. It is mostly done to learn more about the traits of some relevant groups for the study. Therefore, in this context, the current study will be of a descriptive nature because it attempts to learn about and explain the traits of families by examining their fast-food consumption patterns.

DATA SOURCES

Data will be gathered from primary and secondary sources, respectively. 500 family will have their primary data gathered utilizing a carefully designed questionnaire. Information will be gathered from books, periodicals, newspapers, websites, company brochures, and other sources. Additionally, the corporate websites of fast food chains will be examined to determine the variety of foods offered and the number of locations throughout the city.

DATA COLLECTION INSTRUMENT – QUESTIONNAIRE DESIGN

A structured questionnaire will be used to collect the primary data.

A pilot study will be used as a pre-test to validate the reliability of the questionnaire. 50 families will have their data collected utilising a carefully constructed questionnaire. The reliability study will be carried out using alpha analysis.

SAMPLING DESIGN

Sampling frame

The total size of the sample will be 500 fast food consumers across various families in New Delhi, The fast food outlets that will be included in the study are McDonald's, KFC, Subway, Domino's, Wow! Momo, Taco Bell, Wendy's, Dunkin' Donuts, and La pino's Pizzeria

Sampling Unit

The respondents will be fast food consumers across various families in New Delhi.

The sample size will be 500.

Sampling method

Purposive and Snowball sampling method will be adopted to collect the data from respondents in malls and fast food outlets.

Data collection

In the fast food restaurants, a questionnaire will be given to the consumers of fast food, who will be asked to complete it there and then. Adult members of families will be asked to fill out the questionnaire.

PERIOD OF STUDY

The data collection period taken for this study will be from July 2023 to October 2023.

STATISTICAL TOOLS

In order to study demographic factors, consumer behavior factors, consumer opinions of fast food restaurants, consumer decision-making, sources of information, consumer emotions while consuming fast food, and attributes of fast food restaurants, statistical tools like percentage analysis, average score analysis, regression, and factor analysis will be used.

6. EXPECTED OUTCOME OF THE RESEARCH

The following factors have led to a focus on families as consumers in the current study:

The youth of today are quick and are more engaged, direct, and informed in relation to their fast food choices. Compared to previous generations, they are more powerful personally and have access to more money, influence, and attention (Lindstrom, 2003). Nayak (2013), who advised studying the impacts of various family groups on dining out and family decision-making, Indian's obesity, which is a problem that affects all meal types. Young individuals learn how to manage their finances and eat on their own throughout this phase of formative development (Mattsson & Helmersson, 2007).

Since Sheth (1974) emphasized the function of the household rather than the person as the basic unit of consumption, the significance of family research has been acknowledged. A consequence of the socio-cultural changes occurring in India (such as the rise of single-parent and dual-career households), the needs of the youth among family plays a role in family purchasing decisions. The detrimental health effects of fast food on youth are on the rise. This study aims to determine how much weight families assign to nutritional information and fast food data. It also emphasizes the relevance of the menu selection and the qualities that families value in restaurants. Family as a whole is a significant target market for marketers. This study will aid in identifying the many psychological factors that affect family's nutritional awareness, fast food consumption, and trips to these restaurants.

According to a 2013 research report titled "Indian Fast Food Market Analysis," the market for fast food in India is predicted to expand at a CAGR of 18% by 2020 as a result of shifting customer habits and demographics. The fast food industry's expansion and the concerning health impacts it has on family have made it necessary to focus on how families consume fast food. Future studies on family's perceptions, family's consumption patterns across categories of products, demography and household structure on fast food consumption food consumption patterns, peer group influence on attitudes of consumers, perceptions of buying fast food, and variables impacting fast-food consumption behavior patterns have all been called for. Therefore, there is a critical necessity to comprehend how family behave when buying meals at fast food restaurants. The researcher aims to analyze the customer behavior of family unit toward organized fast food restaurants with a focus on this knowledge gap.

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ABSTRACT

In the recent times it has been witnessed that family's consumption habits have shifted as a result of urbanization, the rise in the trend of nuclear families, and increase in participation of women in the workforce, and altering food and lifestyle habits. Families and especially the youth' behaviour is entertaining; they enjoy having the two big F's: Fun and Fast food. The proposed study aims to analyze the role of family in decision making related to the consumption of fast food products. The study shall further analyze how family structure influences the decision making in case of fast food. The proposed study shall focus on figuring out how families behave when they go to fast food eateries in the study area (NCR Delhi) that are part of the organized food service sector. New Delhi is one of the cities with the highest levels of industrial and

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